

**THE MOM TEST:  
HOW TO TALK TO CUSTOMERS  
& LEARN IF YOUR BUSINESS IS  
A GOOD IDEA WHEN  
EVERYONE IS LYING TO YOU**

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*Interactive Worksheet*

## INTERACTIVE SHEET FOR NOTES

*Reading alone won't help you understand the actionable notes. You need to engage with the content. Answer the question below (just type inside the boxes) to outline your future steps:*

1. What's wrong with your idea?
2. Write down your 3 big questions:
3. Who are you serving? Be specific:
4. Imagine that the company you started failed. Why did that happen?
5. What would have to happen for your idea to be a huge success?

*Don't forget to save your changes.*